



■ DEVELOPMENTS EMBROIDERY THREADS

MADEIRA YARN UPDATES



World-leading embroidery yarn producer [Madeira](#) revamps its range with substantial color additions and novel fiber blends. Showcasing the company's inspirational yet commercially viable embroidery suggestions, Stylesight reviews Madeira's updates within the Burmilana, Frosted Matt and Polyneon collections.

Discover Madeira's novelty yarns and influential embroidery trend books for apparel sectors including activewear, denim and childrenswear at Munich's upcoming [Performance Days](#) trade show (May 13-14, 2014). To book booth appointments, please [contact](#).



Burmilana No.12



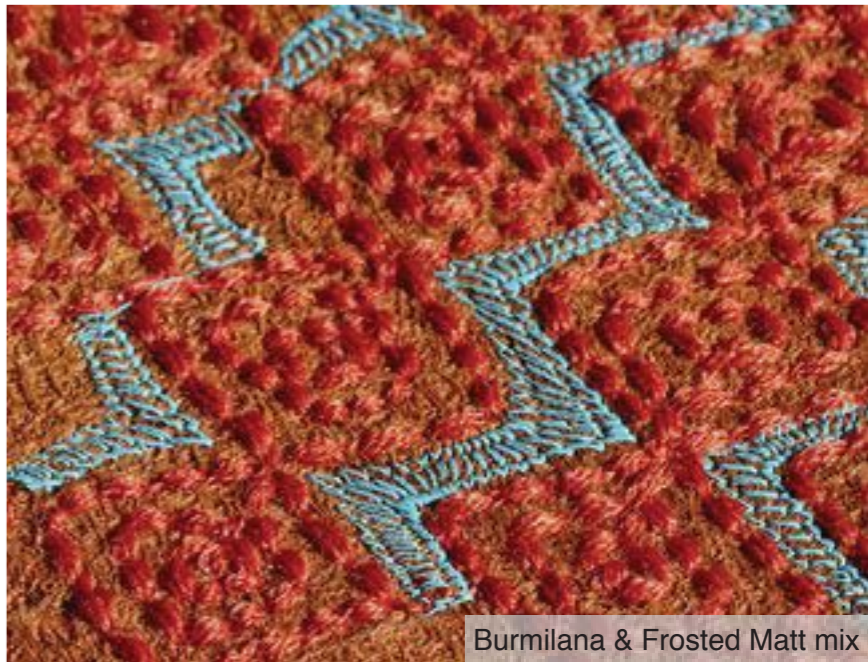
Burmilana CO: 50% cotton, 50% acrylic



Burmilana CO is ideal for children's designs



Burmilana for handcrafted looks on knits



Burmilana & Frosted Matt mix

COTTON & NEW COLORS

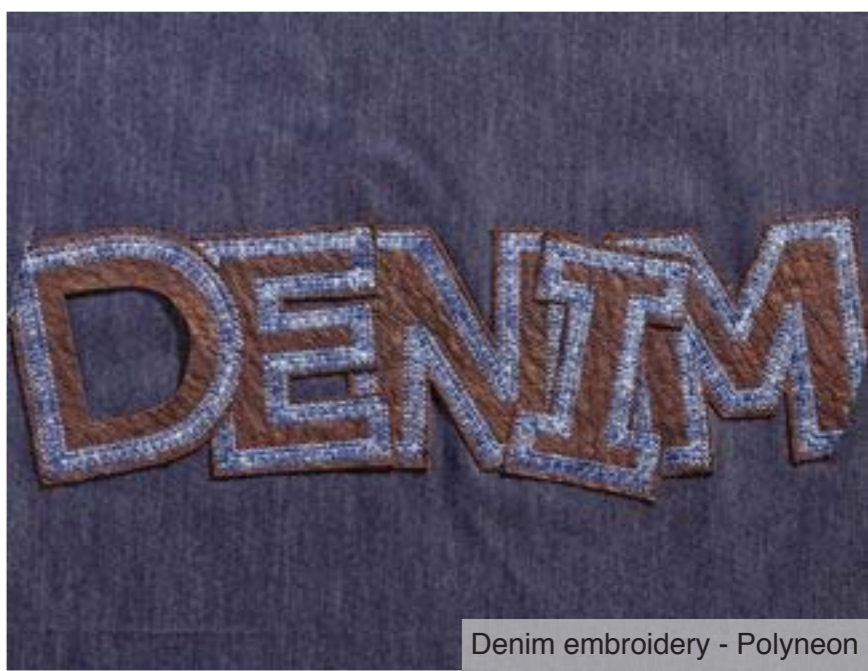
Madeira's woolly Burmilana No.12 evolves in fresh color options; a new cotton Burmilana version completes the range. New Burmilana CO cotton/acrylic blend with No.12 thickness / New palette of 72 colors / Burmilana CO is lower priced than Burmilana wool / Applications for [crafted](#), [dense](#) and relief embroidery with fewer stitches compared to standard thread counts / [Children's embroidery](#) / Burmilana No.12 and Burmilana CO for [chenille](#) and [cornelli](#) embroidery



100% polyester Polyneon



New multicolor Polyneon



Denim embroidery - Polyneon



Decorative seams - Polyneon & Frosted Matt



New neon shades - Polyneon

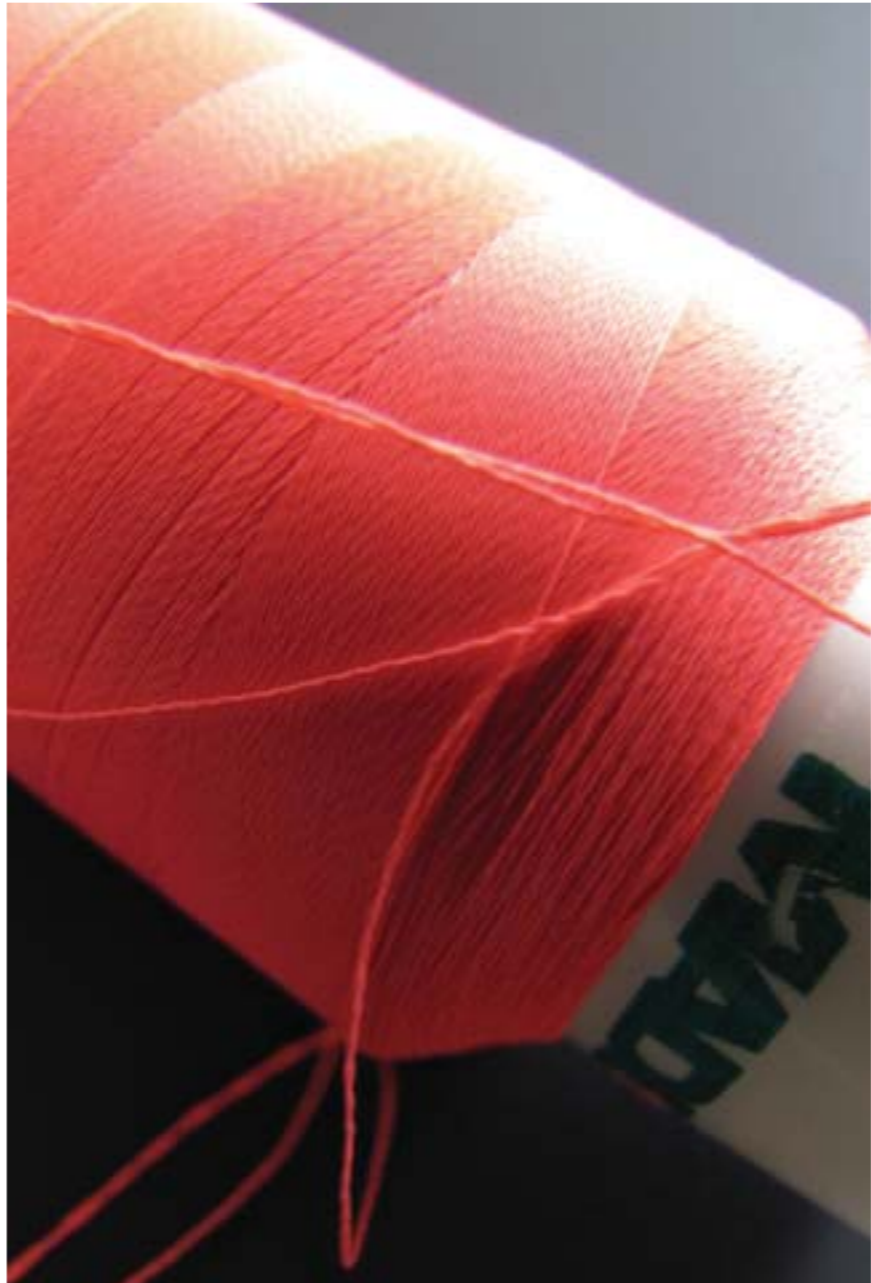
UPDATED NEONS & MULTIS

Evolving in new trend-led shades, Madeira Polyneon yarn is ideal for embroidery and decorative seam treatments.

In 100% polyester, Polyneon offers chlorine and bleach fastness / Polyneon No.40 comes in 64 new colors, including five new **neons** and ten denim-oriented multi-colors for mélange embroidery and seam decoration / Polyneon No.75 fine thread range comes in 35 new colors and is ideal for intricate details, fine text embroidery (less than 3mm) and sequin attachment



Frosted Matt, metallic and glow-in-the-dark yarns



96% polyester, 4% ceramic - Frosted Matt



Hand-sketched style - Frosted Matt



Net-like embroidery - Frosted Matt

■ MATT VERSATILITY

Madiera Frosted Matt polyester embroidery yarn with ceramic core continues to gain momentum in a range of product segments.

Uniquely extra-matte embroidery yarn / Due to high dyeing standards, Frosted Matt has unparalleled color and light fastness / Applications include [lace production](#), denim, activewear and embroidered artwork



Distressed look with Madeira Frosted Matt



Rivets with Madeira FS metallic yarn



Hard-wearing FS No.30 yarn



Frosted Matt on reflective material



Hand-sketched look - Madeira Frosted Matt

EMBELLISHED JEANS

For the denim market, Madeira highlights a range of embroidery and material mismatching themes.

Madeira Polyneon yarns in ten new multi-colors offer gradation effects / Madeira FS No.30 durable, metallic, abrasion-resistant polyester yarn / Reflective, glow-in-the-dark and neon yarns offer decorative, playful functionality / Embroidery themes range from distressed abstraction to hand-sketched and artsy motifs



Braided pocket with Madeira Burmilana yarn

EMBROIDERED BRAIDWORK

Madeira embraces the [braidwork](#) trend, exploring interwoven and entangled embroidery surfaces.

Pocket in plaited Bark Cloth with Burmilana wool/acrylic embroidery / Design developments for [contrast pockets](#), appliques, hem and neckline decoration